Showcase products and services. Raise awareness. Generate orders. Drive web traffic. Raise your profile on the national scene.

*American Craft* offers a full-color advertising feature with small-space display ads at affordable rates. Appearing in every issue throughout the year, *American Craft* Marketplace connects you with a national audience of more than 100,000 affluent, educated and highly responsive readers. *American Craft* Marketplace is ideal for established advertisers, growing businesses, and emerging artists.

*American Craft* will design your ad with uniform fonts and consistent image sizes, displaying your products, services, and information in an attractive and easy-to-read format. Advertisers need supply only the image and ad copy. *American Craft* designs the ad at no additional charge.

### Rates

<table>
<thead>
<tr>
<th>Display size</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard display</td>
<td>$395</td>
<td>$375</td>
<td>$335</td>
</tr>
<tr>
<td>Deluxe display</td>
<td>$695</td>
<td>$675</td>
<td>$635</td>
</tr>
</tbody>
</table>

### Display size

<table>
<thead>
<tr>
<th>Display size</th>
<th>Full dimensions</th>
<th>Image dimensions</th>
<th>Max word count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard display</td>
<td>2½ in. w x 3 in. h</td>
<td>2 in. w x 1¼ in. h</td>
<td>30</td>
</tr>
<tr>
<td>Deluxe display (horizontal)</td>
<td>4 ¾ in. w x 3 in. h</td>
<td>3 in. w x 2½ in. h</td>
<td>60</td>
</tr>
<tr>
<td>Deluxe display (vertical)</td>
<td>2½ in. w x 5¾ in. h</td>
<td>2 in. w x 3 in. h</td>
<td>60</td>
</tr>
</tbody>
</table>

### COPY REQUIREMENTS

Copy may not exceed 30 words for a standard display ad or 60 for a deluxe display ad. Word count includes headline, body copy, and contact information. Copy may be edited to meet editorial and design guidelines.

**IMAGES**

Digital images must be 300 dpi. CMYK colors only. Coated GRACol 2006 profile preferred.

**FILE FORMATS**

JPEG, EPS, or TIFF files

**SUBMISSION**

Email your image and ad copy to jsmith@craftcouncil.org

**QUESTIONS?**

Joanne Smith, 612-206-3122

*American Craft*

1224 Marshall Street NE, Suite 200

Minneapolis, MN 55413

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**Schedule**

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>CLOSING DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter 2024: Dec-Jan-Feb</td>
<td>September 28, 2023</td>
</tr>
<tr>
<td>Spring 2024: March-April-May</td>
<td>December 14, 2023</td>
</tr>
<tr>
<td>Summer 2024: June-July-August</td>
<td>March 28, 2024</td>
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<tr>
<td>Fall 2024: Sept-Oct-Nov</td>
<td>June 20, 2024</td>
</tr>
<tr>
<td>Winter 2025: Dec-Jan-Feb</td>
<td>September 26, 2024</td>
</tr>
</tbody>
</table>
The American Craft Marketplace showcases artwork, gallery, events, products, and services.

Artist’s name
Up to 30 words of ad copy promotes your product or service. Submit your digital image and copy, and let American Craft do the rest!

yourwebsite.com

Interior design
Up to 30 words of ad copy promotes your product or service. Submit your digital image and copy, and let American Craft do the rest!

yourwebsite.com

School name
Subhead, if desired
Up to 30 words of ad copy promotes your product or service. Submit your digital image and copy, and let American Craft do the rest!

yourwebsite.com

Artist supplies
Up to 30 words of ad copy promotes your product or service. Submit your digital image and copy, and let American Craft do the rest!

yourwebsite.com

Gallery
Deluxe display, vertical
Choose the Deluxe display for a higher word count (60) and more image space. This is a great way to have your work, studio, gallery, or school stand out in a big way. Submit your digital image and copy, and let American Craft do the rest! Choose from either vertical or horizontal designs.

yourwebsite.com

Gallery
Three-line Headline
Deluxe display, horizontal
Choose the Deluxe display for a higher word count (60) and more image space. This is a great way to have your work, studio, gallery, or school stand out in a big way. Submit your digital image and copy, and let American Craft do the rest! Choose from either vertical or horizontal designs.

yourwebsite.com

Artist’s name
Up to 30 words of ad copy promotes your product or service. Submit your digital image and copy, and let American Craft do the rest!

yourwebsite.com

The American Craft Marketplace showcases artwork, gallery, events, products, and services.